



Weekly Update (#8) for \$WMF 26th July 2022 (week 30)

**1. Fund Pools (BRISE & BNB) round 2 locked & launched on the 25th July (morning).**

New pools are time locked and have same counter (45 days countdown) for all participants. No ability for late joining or participating in profits with delay like in original pool.

**Fund round 2 run duration: 26th July to 10th September 2022.**

**Locking value (BRC) : 1 WMF = 12200 BRISE (initial KPI 9000 – overperformance by 35,5%)  
KPI Set for Round 2 in BRISE profits : 245 Billion BRISE to be distributed**

**Locking value (BSC) : 1 WMF = 0,00002 BNB (initial KPI 0,000019- overperformance 5,2%)  
KPI Set for Round 2 in BNB profits : 260 BNB to be distributed.**

**Total value locked (in \$) : 1.100.000\$+  
Total estimated profit to be paid in todays valuation over 160.000\$.  
Total estimated profit to be paid in todays valuation over 160.000\$.**

**2. APR on both 45 day pools to be revised to 6% minimum (extra staking rewards) within the day.**

**3. 15 day pools on BRC & BSC functioning and paying high APR for those who join later or missed Round 2. Will always be operational.**

**4. LP pool with guaranteed APR minimum 50% running on BSC/WMF pair also available. Taxes apply.**

**5. NFT Fund Round initial info, Round 2 & Info on Round 3 mechanics will be announced in AMA in our Telegram channel today- Tuesday 26th July - 19:00 GMT, our Founder Whitewhale will explain extensive details (bonus announcement for those who follow AMA will be a weekly engagement - communication event which will start Thursday 28th July)**

**6. Marketing campaigns update.**

- Further Press releases will be published in multiple top media as **Associated Press, Market Watch, Street Insider, Fox28 and another 100 sites again this week (after very successful campaigns last week) to promote NFT Fund Round upcoming in August.**

- Google Ads campaigns launched – second week achieved over **30.000 visits**, KPI achieved and continuing.

- Twitter Ads campaigns launched- 2nd test week ongoing – minimum reach target 20.000 investors, first week achieved 22.000 reach.

- Crypto related sites campaigns (40+) publications – launching through AVAZONA agency this week with different content as there was delay in publishing and pools closed.

Content will be revised to Round 2 estimated profits and NFT Round pre announcement as topic.

- Economical (elite) sites articles & press releases has been decided by marketing to be launched early August with target to promote NFT Fund Round launch.

- Casperer channel first Youtube partnership video to be prepared this week for launch.

- Bilingual (Polish & English) Youtube channel partnership to be finalized later this week.

- Trending on Crypto.com campaign (very successful) to continue next weeks also.

**7. FIAT investors monies 15% used for token buys- 85% to be used as Fund increase for enormous Round 2 needs (over 150.000\$ for payments in todays valuation).**

**8. Next FIAT investors meeting results (confirmed for week 32 in previous report) to be shared in report of week 33.**

**9. CoinMarketCap listed with both contracts (BRC+BSC) as actual and proper multichain project.**

**Add \$WMF to your watchlist to follow BSC price!**

**10. Site ([Whalemaker.fund](https://Whalemaker.fund)) refinement completed & launched with Newsletter function and ability to subscribe in order to receive weekly report and any significant info to your email without hassle, as well as new functionalities for campaigns (analytics, mailing list, CMC widget tool, buy links).  
Don't forget to subscribe for weekly reports!**

**Further upgrades and functions to be added to the site within August, new site team working on it.**

**11. CEX listing planning postponed to be decided in early August.**